

Argus quality

means
a little bit
more...



It's the "little bit more" that makes precision crafted Argus the finest photographic equipment you can give or receive. Argus quality assures a lifetime of pleasure from the sight and sound of good times, wonderful places and treasured moments spent with family and friends. Argus quality is so fine that every Argus camera and projector is unconditionally guaranteed for a full year, even against accidental damage.* Argus is given with pride—received with appreciation.

Express your thoughtfulness with an Argus quality gift, thoughtfully priced from \$10.95 to \$270. Choose from Automatic Color Slide Cameras...Single Lens Reflex Cameras...Remote Control Slide Projectors...All-Electric Movie Cameras...Automatic Loading Movie Projectors...Stereo High Fidelity Tape Recorders. If you are looking for a gift that will mean so much more to some very special person, make sure you ask for Argus.

*The Incredible Argus Guarantee—Every Argus camera and projector is unconditionally guaranteed for one full year. If it fails to operate properly for any reason—defects, or even accidents as from dropping, banging, fire, water or children—just get the product back to us and we'll fix it and return it free, including parts and labor. Argus Incorporated, Chicago, Illinois 60648.

December, 1963

argus

